



# Town of Stonington

## Communications Strategy

April 2021

### **Introduction**

In 2020, the Board of Selectmen appointed members of the Public Communications Ad Hoc Committee with the objective to help improve communication with residents on municipal matters. In collaboration with the Planning Department, Economic Development Commission and Sustainable CT, the committee has outlined the following communications strategy for the Town of Stonington.

### **Mission**

To offer transparency in local government, by providing a diverse range of communication channels for the Stonington community. Striving to effectively communicate the work of Town departments, Boards and Commissions, and relevant community information.

### **Goals**

1. Continually assess the effectiveness of existing communication tools and procedures.
2. Offer a communication system that effectively communicates with the public through the use of various communication mediums that take into account the different ways the Stonington community accesses information.
3. Enhance public engagement through increased use of two-way communication platforms.
4. Provide an effective mechanism for Town departments and Boards and Commissions to communicate with the public, as well as with each other.
5. Expand and strengthen relationships with local community partners to develop mutually beneficial, expanded communication outreach efforts.

## Audience

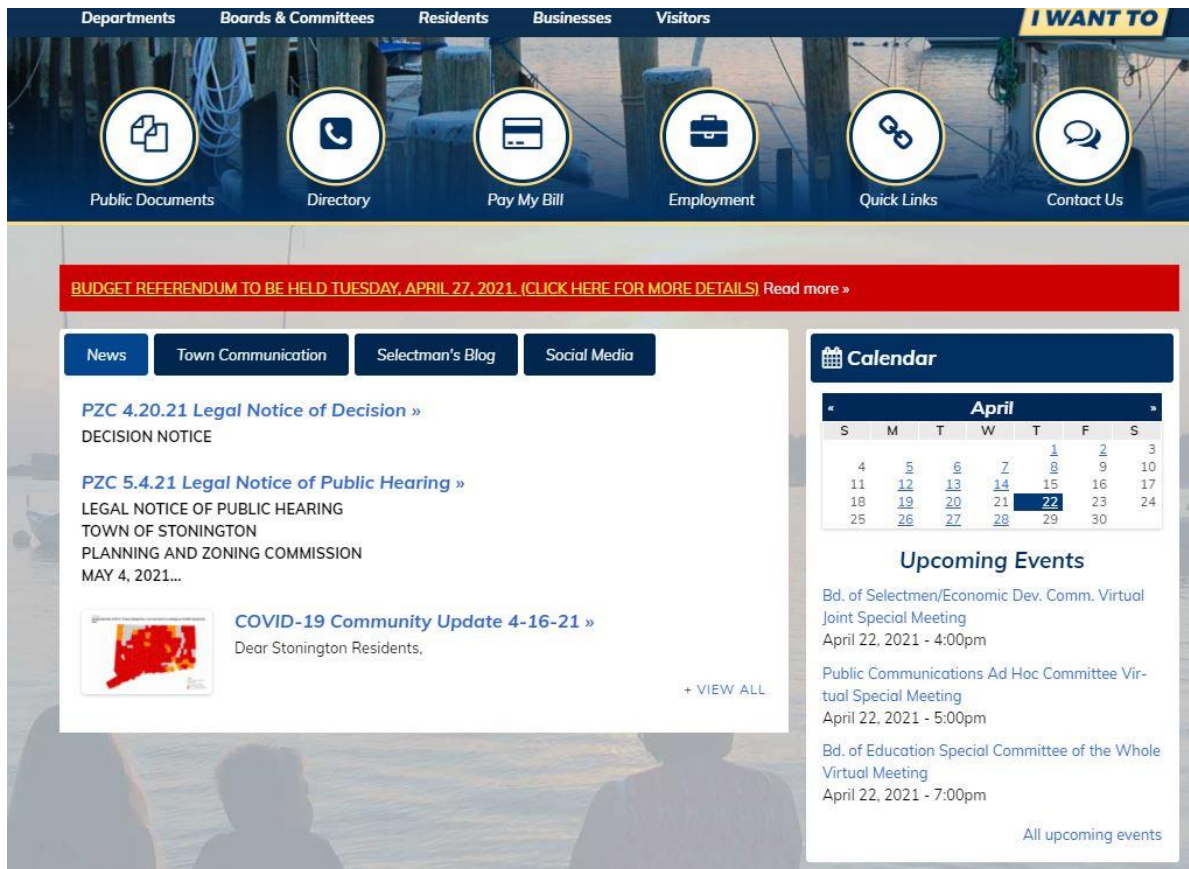
It is our goal to provide communications for all of the following stakeholders:

- The General Public and Community at Large (all ages)
- Property Owners and Residents
- Business and Non-Profit Owners and Employees
- Business Patrons and Customers
- Tourists and Visitors
- Individuals with and without reliable access to the internet or electronic communications

## Inventory

Stonington uses an array of communication channels, which can be found in the Communications Inventory Excel. Among the various channels used, the primary ones are:

- **Town Website:** [www.stonington-ct.gov](http://www.stonington-ct.gov)



The website includes timely news updates, a calendar with all official meetings, information related to specific departments, as well as Boards and Commissions. There is also a Selectman's Blog, a sign-up for email alerts for both Board and Commission agendas and minutes, as well as Emergency Alerts. There are also links to other specific websites, including: [Human Services Registration Website](#), [Shellfish Commission](#) and [Housing Authority Website](#).

- **Stonington Economic Development Commission Website:** [stonington1649.com](http://stonington1649.com)

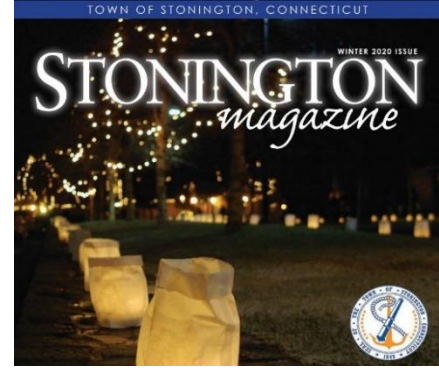


A resource created and managed by the Stonington Economic Development Commission (EDC) to assist current and prospective residents, businesses and investors with relevant resources and information related to economic and community development within the Town of Stonington.

- **Social Media-** The First Selectman's office, Human Services department, and two Town Commissions actively use social media as a means for communication. The YouTube page is an excellent resource for viewing past meetings, as well as videos compiled by both the Town's EDC and our [Community Connections video series](#).

Town Facebook	<a href="http://www.facebook.com/Town-of-Stonington-CT-733170630115878/">www.facebook.com/Town-of-Stonington-CT-733170630115878/</a>
Town Instagram	<a href="http://www.instagram.com/townofstonington/">www.instagram.com/townofstonington/</a>
Town YouTube	<a href="http://www.youtube.com/channel/UC1V_TTW07BNFW68UX3dcVWA">www.youtube.com/channel/UC1V_TTW07BNFW68UX3dcVWA</a>
Stonington Police Facebook	<a href="http://www.facebook.com/Stonington-Police-Department-Connecticut-164103237082578">www.facebook.com/Stonington-Police-Department-Connecticut-164103237082578</a>
Human Services (HS) Facebook	<a href="http://www.facebook.com/stoningtonhumanservices/">www.facebook.com/stoningtonhumanservices/</a>
HS -Parks and Rec	<a href="http://www.facebook.com/Stonington-Human-Services-Parks-Recreation-474159833030724">www.facebook.com/Stonington-Human-Services-Parks-Recreation-474159833030724</a>
HS- Stonington Connects	<a href="http://www.facebook.com/groups/147286799947772/">www.facebook.com/groups/147286799947772/</a>
HS- Stonington Supports Facebook	<a href="http://www.facebook.com/groups/369108414154960">www.facebook.com/groups/369108414154960</a>
HS- Stonington Works Facebook	<a href="http://www.facebook.com/groups/960186104389142">www.facebook.com/groups/960186104389142</a>
EDC Facebook	<a href="http://www.facebook.com/StoningtonEDC/">www.facebook.com/StoningtonEDC/</a>
Stonington Beautification Committee Facebook	<a href="http://www.facebook.com/Stonington-Beautification-Committee-1970928063150897">www.facebook.com/Stonington-Beautification-Committee-1970928063150897</a>

- **Quarterly Magazine:** A print magazine that is mailed to all residents each Quarter. The magazine offers an overview of town resources, events, programs, and general updates. It features short articles and advertisements for the community from both Town departments, as well as Boards, Commission and local organizations. The current version can be found on the Town website [here](#).



### **Implementation of the Communications Strategy**

To meet the give goals outlined earlier in the strategy the following actions will be taken:

1. The Office of the First Selectman should offer, at a minimum, a yearly survey to gauge the effectiveness of existing communication channels.
2. Ensure that communication continues to go out through a diverse range of mechanisms, such as keeping the Town website and social media channels active, engaging local papers and radio stations, and continuing with quarterly mailing of a Town-wide newsletter.
3. The Board of Selectman, along with the Director's of Human Services and Community and Economic Development, will work together to ensure there is ongoing outreach to our Boards, Commission, Businesses and nonprofits to ensure we have collaborative communications. This will also include the encouragement of 'Community Conversations' around specific topics that offer residents great opportunity for two-way dialogue.

The Town of Stonington encourages and supports all comments, questions, and concerns from its community. In regards to this strategy, it is meant to be a living document, which should be updated based on input from staff, volunteers, and the community at large. Please contact the First Selectman's office at (860) 535-5050. We want to hear from you. Thank you Stonington.